



## **MEDIA STATEMENT**

### **SABC GOING HIGH DEFINITION FOR THE 2018 FIFA WORLD CUP IN RUSSIA**

**Johannesburg, Thursday, 07 June 2018** - The South African Broadcasting Corporation (SABC) is pleased to announce that its television channels, SABC 1 and SABC 3 will start to broadcast in High Definition (HD) from Monday, the 11<sup>th</sup> of June 2018 and SABC 2 will follow suit after the FIFA World Cup in July 2018.

The introduction of HD will ensure that viewers enjoy picture quality that is clearer and crisper than it previously was with the normal Standard Definition (SD). The accessibility of SABC in HD will in the interim only be available to viewers who watch SABC programmes through the DStv and Digital Terrestrial Television (DTT) platforms. This conversion is in preparation for the nationwide migration of all free-to-air analogue broadcasting to DTT.

The conversion to HD could not have come at a more perfect time, on the eve of the world's biggest television spectacle – the 2018 FIFA World Cup, which will be taking place from Thursday, 14 June to Sunday, 15 July 2018 live from Russia.

As the host channel of the tournament, SABC 1's key shows will for the duration of the 2018 FIFA World Cup be relocated to sister channels as follows:

- Generations-The Legacy: on SABC 3 at 20h00 (Mon - Fri)
- Skeem Saam: on SABC 2 at 18h30 (Mon - Fri)
- Uzalo: on SABC 2 at 20h30 (Mon - Fri)

**Ends**

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